



WCPO

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ORDER

Print Date 08/20/12

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Flight Dates 08/21/12-08/27/12

Contract / Revision 308391 /

Original Date / Revision
08/20/12 08/20/12

Advertiser Mandel/ Republican/ U.S. Se

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Deleware, OH 43015

Product

Candidate. OH US SEN Josh Mand

Agency Com 15%

Billing Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # 2614

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	13	\$8,075.00	\$9,500.00	0.00	07/30/12	08/26/12	13	\$8,075.00	\$9,500.00
September 2012	3	\$1,827.50	\$2,150.00	0.00	08/27/12	08/27/12	3	\$1,827.50	\$2,150.00
Totals	16	\$9,902.50	\$11,650.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	08/21/12	08/27/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:15/:15	4	\$400.00	P-3	0.00	BK	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- TWTF--		4			\$400.00			0.00			
		Week: 08/27/12	09/02/12	M-----		1			\$400.00			0.00			
N 2	WCPO	08/21/12	08/27/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:15/:15	4	\$850.00	P-2	0.00	BK	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	- TWTF--		4			\$850.00			0.00			
		Week: 08/27/12	09/02/12	M-----		1			\$850.00			0.00			



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Contract / Revision **308391** Flight Dates **08/21/12-08/27/12**

Hiatus Dates

Original Date / Revision 08/20/12/ 08/20/12

Order Sep 00:30:00

Advertiser **Mandel/ Republican/ U.S. S** Product **Candidate. OH US SEN Jos** Estimate # **2614**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WCPO	08/21/12	08/27/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:15/:15	4	\$900.00	P-2	0.00	BK	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-TWTF--					4	\$900.00		0.00			
		Week: 08/27/12	09/02/12	M-----					1	\$900.00		0.00			
N 4	WCPO	08/26/12	08/26/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	-----S	:15/:15	1	\$900.00	P-2	0.00	BK	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S					1	\$900.00		0.00			
													Totals	16	\$11,650.00